

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

----- 023351

R 241537Z FEB 75

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 6930

INFO AMCONSUL BORDEAUX

AMCONSUL LYON

AMCONSUL MARSEILLE

AMCONSUL NICE

AMCONSUL STRASBOURG

UNCLAS SECTION 01 OF 02 PARIS 04731

PASS COMMERCE

E.O.11652: N/A

TAGS: BEXP, FR

SUBJ: FY77 COUNTRY COMMERCIAL PROGRAM FOR FRANCE

REF: STATE A-9016

1. THIS CABLE, WHICH HAS BEEN REVIEWED BY EMBASSY
TRADE PROMOTION COMMITTEE, DCM AND AMBASSADOR RUSH
CONTAINS OUR RECOMMENDATIONS FOR CAMPAIGNS, OBJECTIVES
AND ACTIVITIES IN FY77 CCP FOR FRANCE. CAMPAIGN WORK-
SHEETS AND TABULATED SUMMARIES OF BOTH EXISTING AND
OPTIMUM RESOURCE ALLOCATION WILL FOLLOW BY AIRGRAM FOR
SUBMISSION BY FEB. 14 DEADLINE.

2. WE WELCOME ADOPTION BY STATE AND COMMERCE OF
PLANNING CYCLE WHICH PERMITS US TO SYNCHRONIZE CCP WITH
BUDGET CYCLE AND MORE RATIONALLY GEAR LONG-LEAD-TIME
USDOC-SPONSORED TRADE CENTER AND OTHER EVENTS INTO
CCP.

3. IN PREPARING OUR RECOMMENDATIONS FOR FY77 WE HAVE
AGAIN APPLIED -- AS IN FY76 RECOMMENDATIONS -- CONSIDERA-
TIONS SET FORTH IN PARA 1 OF PARIS 1802, AS WELL AS
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GUIDANCE IN REFAIR.

4. CAMPAIGNS - SUBJECT TO FINDINGS OF MARKET RESEARCH CURRENTLY IN PROGRESS AND TO ACTUAL EXPERIENCE GAINED IN FY76, WE PLAN TO BUILD CAMPAIGNS AROUND ALL FIVE USDOC TARGET INDUSTRIES LISTED IN REFAIR AS SCHEDULED FOR PRIMARY PROMOTION IN FY77, I.E. FOOD PROCESSING AND PACKAGING, WATER PURIFICATION AND POLLUTION CONTROL EQUIPMENT, LABORATORY INSTRUMENTATION, BUSINESS EQUIPMENT, AND ENERGY SYSTEMS. THESE WILL BE OUR CAMPAIGNS ONE THROUGH FIVE RESPECTIVELY. AS CAMPAIGNS ONE AND FIVE ARE ALREADY RECOMMENDED FOR FY76 AS WELL, OUR WORKSHEETS WILL REFLECT FACT THAT THESE CAMPAIGNS WILL BE IN SECONDARY PROMOTION PHASE. IN ADDITION TO BASIC FIVE WE RECOMMEND FOLLOWING ADDITIONAL CAMPAIGNS ON UNDERSTANDING THAT THOSE NUMBERED EIGHT THROUGH ELEVEN CAN BE EFFECTIVELY PURSUED ONLY IF SUPPLEMENTARY RESOURCES SPECIFIED IN OUR ALTERNATIVE RESOURCE ALLOCATION TABLE ARE FORTHCOMING:

- NO. 6: CONSUMER GOODS
- NO. 7: INVEST IN USA
- NO. 8: DATA COMMUNICATIONS EQUIPMENT
- NO. 9: MICROELECTRONICS
- NO. 10: SPECIALIZED AGRICULTURAL EQUIPMENT
- NO. 11: OCEAN AND SEABED TECHNOLOGY

IN KEEPING WITH GOOD MANAGEMENT (AND OUR UNDERSTANDING OF USDOC DESIRES) WE WILL INCORPORATE PTC MANPOWER AND BUDGET INTO RESOURCE ALLOCATION SUMMARY UNDER APPROPRIATE CAMPAIGN AND NON-CAMPAIGN HEADINGS. PROPOSED CAMPAIGN-RELATED PTC SHOWS WILL BE LISTED IN WORKSHEETS.

5. OBJECTIVES - AS IT IS IMPOSSIBLE TO ANTICIPATE CYCLICAL TRENDS OR TO CREDIBLY RELATE CAMPAIGN ACTIVITY IN FY77 TO EXPORT STATISTICS IN SAME YEAR, WE WOULD PREFER TO SEE OVERALL CCP GOALS EXPRESSED IN GENERAL TERMS, E.G. "INTRODUCE X NUMBER OF NTM FIRMS TO FRENCH MARKET", "IMPROVE US MARKET SHARE BY X PERCENTAGE POINTS", OR "ENHANCE REPUTATION OF US INDUSTRIAL TECHNOLOGY IN FRENCH MARKET." MORE SPECIFIC TARGETS WILL BE UNCLASSIFIED

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SET ON TIME-PHASSED BASIS IN WORKSHEETS FOR INDIVIDUAL CAMPAIGNS BUT AT THIS JUNCTURE MUST BE REGARDED AS ILLUSTRATIVE, OR AT BEST TENTATIVE.

6. OTHER PRIORITY PROJECTS - UNDER THIS HEADING SHOULD BE LISTED 1977 PARIS AIR SHOW AND ALL ANTICIPATED TRADE CENTER SHOWS OR OTHER EVENTS NOT RELATED TO APPROVED FY77 CAMPAIGNS. WE WILL ESTIMATE NON-CAMPAIGN-PTC

SHOWS BY NUMBER AND TYPE FOR RESOURCE ALLOCATION PURPOSES BUT WILL NOT ATTEMPT TO SPECIFY THEMES AT THIS

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TIME. INVEST IN USA CAMPAIGN COULD BE SHIFTED TO "OTHER PRIORITY PROJECTS" CATEGORY IF STATE AND COMMERCE PREFER. AS IN FY76 WE WILL ALSO WISH TO INCLUDE PROJECTS TO MAXIMIZE UTILIZATION OF PTC BY RECRUITING BETWEEN-SHOW PROMOTIONS AND TO INCREASE FRENCH FTI LISTINGS BY PERHAPS 20 PERCENT. WE ANTICIPATE THAT ACTIVITIES OF E/C PERSONNEL IN FIELD OF TRADE AND INDUSTRIAL POLICY WILL BE OF HIGH PRIORITY IN FY77 BUT IT IS DIFFICULT TO DEFINE AT THIS JUNCTURE WHAT FORM THAT ACTIVITY WILL ASSUME OR RESOURCE ALLOCATION REQUIRED.

7. OTHER PROJECTS AND ACTIVITIES - WE TAKE THIS TO REFER PRIMARILY TO ESTABLISHED ROUTINE WORKLOAD OF RESPONSIVE NATURE AND WILL ALLOCATE RESOURCES ON BASIS OF HISTORICAL PATTERNS TAKING INTO ACCOUNT MORE EFFICIENT TECHNIQUES WE PLAN TO INTRODUCE. NON-PROMOTIONAL OR RESPONSIVE ACTIVITIES RELATED TO CAMPAIGNS (E.G. WTD'S, ADS, BUSINESS SERVICES, PRO-

CESSING OF ETO'S, ETC.) WILL BE CARRIED UNDER THIS
HEADING TO AVOID DOUBLE-COUNTING.
RUSH

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